

# Development of the Managing My Money (MMM) MOOC

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# What is MMM?

- Produced for FutureLearn platform
- Targeted at people aged 16+, free of charge
- 24 hours of study over 8 weeks
- All materials available from Day 1
- Sign up anytime, up to Week 8
- Text, AV assets, quizzes, self-assessment, social events (e.g. live FB Q&A)

# What's the purpose of MMM?

- Improve personal finance knowledge and understanding
  - Budgeting, pensions and savings, mortgages, consumer credit, insurance
- Understand social and behavioural drivers of financial decisions

# Why was MMM developed?

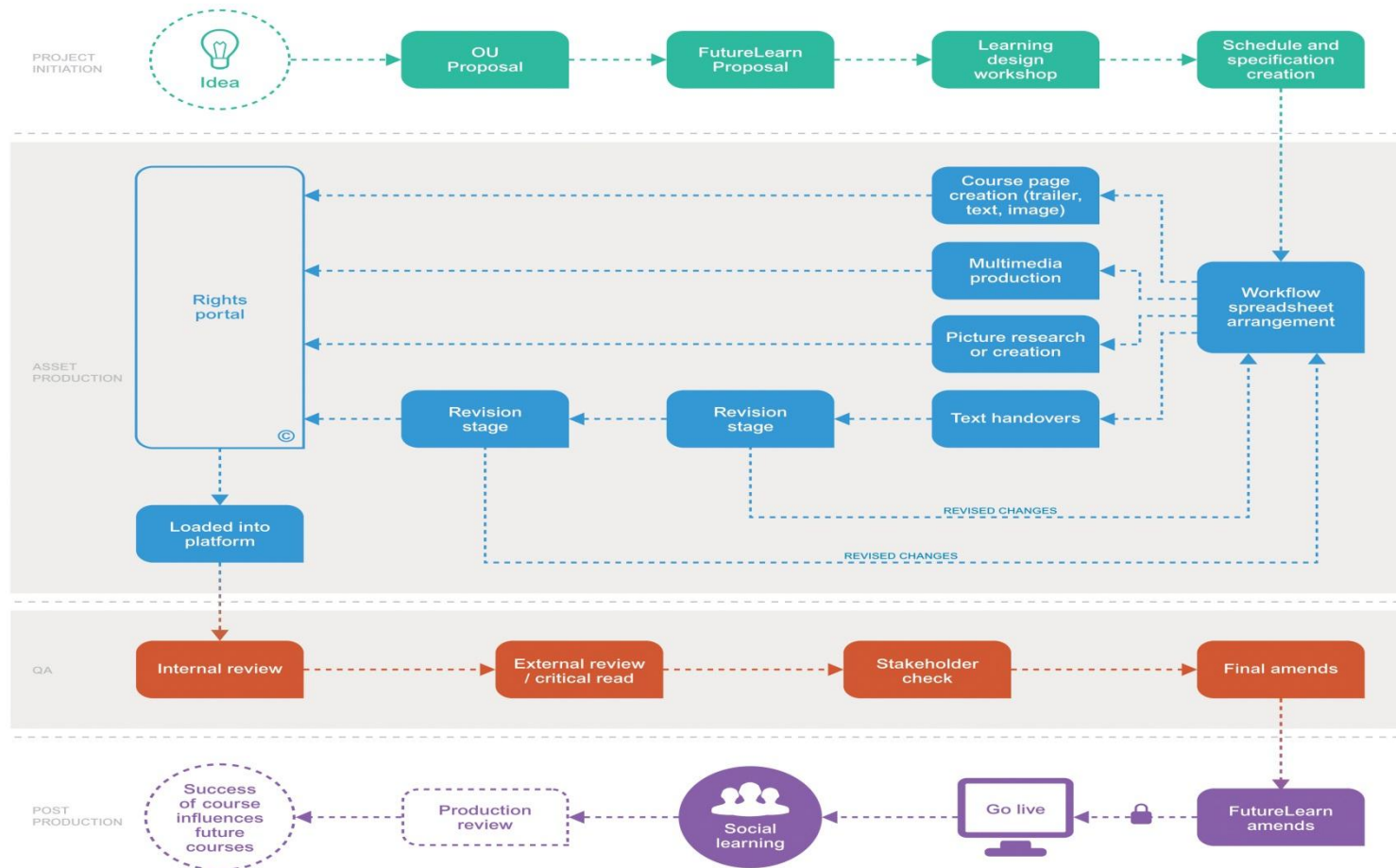
- External driver: philanthropic donation from True Potential LLP to set up PUFin
- Learning (3 MOOCs plus OpenLearn versions)
- Research
- Dissemination

# How was MMM developed?

- In record time: core production 17 weeks
- Combines existing OU assets and new material
- 200 individual teaching steps
- Collaborative effort between academic staff, Corporate & Learning Environments Team and Open Media Unit

# Who's in the core team?

- Academics
- Facilitators
- Senior producers
- Project managers
- Editors
- Media assistants and developers



# Costs

- Production
- PR campaign to launch
- Presentation



# Benefits

- Over 14,500 enrolments; over 8,500 learners
  - Paid-for Statement of Participation
  - Proportion may sign up for paid-for OU awards
- Positive feedback from learners
- Research data
- Raises profile of PUFin and, by association, True Potential

[www.futurelearn.com/courses/managing-my-money/](http://www.futurelearn.com/courses/managing-my-money/)

[www.youtube.com/watch?v=ekzlr9REhv8&feature=youtu.be](http://www.youtube.com/watch?v=ekzlr9REhv8&feature=youtu.be)

[www.open.ac.uk/business-school-research/pufin/](http://www.open.ac.uk/business-school-research/pufin/)

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